

Greene County Tourist Promotion Agency
Board Meeting Minutes
Wednesday, February 11, 2026

Present

Liz Menhart, Ben McMillen, Christy Orndorff, Kevin Paul, Deneen Rhodes, Bethany Tanner, and Kristy Vliet. Staff: JoAnne Marshall and Olivia Kiger. Guest: Corbly Orndorff.

Absent

Casey Durdines, Allen Frye, Lori Hellen, Megan Phillips, and Sandy Throckmorton.

Quorum Present? Yes

CALL TO ORDER:

1. Bethany Tanner called the meeting to order at 5:05pm.
2. Kevin Paul made the motion and Christy Orndorff seconded to approve the January 14, 2026 meeting minutes. The vote was unanimous.

ACCOUNTS RECEIVABLE

1. Deneen Rhodes reported the ending balance as of January 30, 2026 for the TPA Fundraising was \$28,629.73 and the Hotel/Motel Tax was not available at the time of the meeting.

ACCOUNTS PAYABLE

1. Ben McMillen made the motion and Christy Orndorff seconded to approve the February 11, 2026 Disbursement Request (Attachment 1) totaling \$17,585.54. The vote was unanimous.

DIRECTOR REPORT

1. JoAnne Marshall provided a general office update, noting the following items:
 - a. On February 4, 2026, representatives attended the second convening of the Reimagining Greene County initiative at the EQT Rec Center, where local leaders participated in a visioning workshop focused on economic development, quality of life, and collaborative partnerships.
 - b. On January 27, VisitPittsburgh provided an update on preparations for the upcoming NFL Draft, including details on the event timeline and the approaching setup schedule.
 - c. On February 10, we had a productive and collaborative meeting with the Washington County Tourist Promotion Agency to discuss co-sponsoring the EQT Washington & Greene Counties' Covered Bridge Festival, strengthening our regional partnership and shared commitment to the event's continued success.

COMMITTEE REPORTS

Finance

1. Nothing to report at this time.

Advertising

1. Ben McMillen made the motion and Christy Orndorff seconded to approve Ogden Newspaper's Fish Fry Theme Pages proposal of seven 2x3 full color ads in the Dominion Post at \$350. The vote was unanimous.

Special Projects

1. Nothing to report at this time.

Hotel/Motel Tax

1. In December 2025, hotel occupancy was 40.4%, the average daily room rate was \$85.30, revenue per available room was \$34.45, and a total number of 4,757 rooms were sold.
2. Corbly Orndorff reported that the former Econo Lodge (Economy Inn) has been acquired by an investment company and will be transferred to a real estate firm to assess the property and determine a path forward for the site. There are currently no room rentals at the property. The Hampton Inn in Waynesburg is undergoing soft renovations one floor at a time, resulting in reduced room availability, though the hotel is frequently reaching capacity. It was also noted that limited dining options locally are contributing to guests choosing to stay in Morgantown instead.

Long-Range Planning

1. According to Placer.ai, total trips to Greene County reached 24.4K in December 2025, representing a 17.5% decrease from November and a 4.5% decline year-over-year, reflecting a seasonal slowdown in travel. Charleston-Huntington rose to the third-ranked visitor origin market, while Philadelphia moved up to fifth, indicating a shift in visitor origins and a broader geographic reach. The average trip duration increased to 3.6 days, up 3% from November, suggesting a modest trend toward longer stays despite the overall decline in visit nights.

Partnership

1. The 2025 Hospitality Awards are now live on the website and open for nominations. Partners are encouraged to submit nominations for outstanding employees, volunteers, events, and businesses/organizations.
2. A copy of the partnership meeting invitation was shared for review and feedback.

America250PA

1. A total of 21 applications were received for the 2026 Heritage Tourism Grant Program, requesting more than \$50,000 in funding, while \$25,000 was allocated for the program. The committee reviewed all submissions and made funding recommendations in accordance with program guidelines and the applications received. Bethany Tanner did not participate in the review process due to being an applicant. Christy Orndorff made a motion to approve the following 2026 Heritage Tourism Grant Program awards, seconded by Deneen Rhodes. The motion carried, with Bethany Tanner abstaining.
 - a. Battle & Thrive - *4th-A-Palooza* - \$2,500
 - b. Blessed Valley Lodging, LLC - *Thermal Escape* - \$500
 - c. Bootsie's Bed and Breakfast - *Old Glory in Greene* - \$2,000
 - d. Carmichaels Area Historical Society Inc - *Old Mille House/Book Reprint* - \$1,000
 - e. Carmichaels Area School District - *America's Big Birthday Story Walk* - \$2,000
 - f. Cornerstone Genealogical Society - *America 250 Open House* - \$400
 - g. Eva K Bowlby Public Library - *Bowlby Heritage Craft Fair* - \$1,500
 - h. Flashlight Drags - *Flashlight Drags* - \$2,000
 - i. Flenniken Public Library - *America Mondays* - \$500
 - j. Greene Academy of Art - *Programming & Preservation Enhancement* - \$1,000
 - k. Greene County Fair Board - *Greene County Fair* - \$2,000
 - l. Greene County Historical Society - *55th Annual Harvest Festival* - \$1,000
 - m. Jacktown Fair - *Jacktown Fair* - \$2,000
 - n. Morris Township Volunteer Fire Department - *BattleAxe 5K* - \$500
 - o. Second Sam Nine, Inc. - *Happy Birthday America & 2nd Sam 9* - \$500
 - p. Support Our Aviation Resources - *Aviation Days* - \$1,000
 - q. Township of Cumberland - *250th Anniversary Celebration Carmichaels* - \$1,250
 - r. United We Shine - *America's 250th Celebration Carmichaels PA* - \$1,250

- s. Warrior Trail Association - *Marketing Experience of Heritage and Nature* - \$675
 - t. Waynesburg Lions Club - *Sounds of Summer* - \$500
 - u. Waynesburg VFW Post 4793 Auxiliary - *Freedom Car Show* - \$925
2. The America250PA Kick-Off Rally was held on Saturday, January 24, with solid attendance and an enthusiastic outlook toward this year's celebrations.

OLD BUSINESS

1. Nothing to report at this time.

NEW BUSINESS

1. Kevin Paul made the motion and Christy Orndorff seconded to nominate Kevin White and Dominick Barbetta for the Farmer Directory vacancy on the Greene County Conservation District Board of Directors. Vote was unanimous.

PUBLIC COMMENT

1. No comments

ADJOURNMENT

1. The meeting adjourned at 6:02pm by a motion from Kevin Paul and seconded by Christy Orndorff. The next meeting is scheduled for the Greene County Fairgrounds on Wednesday, March 11 at 5pm.

Minutes submitted by JoAnne Marshall, Tourism Director.

Disbursement Request - FY 2026 - Q1					
Wednesday, February 11, 2026					
Date	Invoice #	Vendor	Memo	Account	Amount
6/1/2025	INV10-043348	Certified Travel Media LLC	Distribution and Digital Signage (June)	HM	\$1,441.67
7/1/2025	INV10-043954	Certified Travel Media LLC	Distribution and Digital Signage (July)	HM	\$1,441.67
8/1/2025	INV10-044780	Certified Travel Media LLC	Distribution and Digital Signage (August)	HM	\$1,441.67
9/1/2025	INV10-045508	Certified Travel Media LLC	Distribution and Digital Signage (September)	HM	\$1,441.67
10/1/2025	INV10-046164	Certified Travel Media LLC	Distribution and Digital Signage (October)	HM	\$1,441.67
11/1/2025	INV10-046625	Certified Travel Media LLC	Distribution and Digital Signage (November)	HM	\$1,441.67
12/1/2025	INV10-047342	Certified Travel Media LLC	Distribution and Digital Signage (December)	HM	\$1,441.67
12/31/2025	RET 2026	County of Greene General Fund	Retirement Contribution 2025	HM	\$2,353.36
1/1/2026	INV-00000242	Certified Travel Media LLC	Distribution and Digital Signage (January)	HM	\$1,441.67
1/31/2026	26010006	WANB Radio	January Tourism Radio (WANB -13 spots)	HM	\$260.00
1/31/2026	26010019	WKVE Radio	January Tourism Radio (WKVE-18 spots)	HM	\$360.00
1/31/2026	AMEX-January	County of Greene General Fund	American Express (January 2026)	HM	\$742.19
2/1/2026	INV-00001107	Certified Travel Media LLC	Distribution and Digital Signage (February)	HM	\$1,441.63
2/15/2026	128323	Miles Partnership	Email Featured Deal (February)	HM	\$895.00
				Total	\$17,585.54

Legend

HM Hotel/Motel Tax Account

FR TPA Fundraising Bank Account